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Hollar & Co., Inc.

Rocky Ford, Colorado, U. S. A.

—Since 1904—

CONTRACT PRICE LIST

Preplanting Prices For Spring 1963

- ★ WATERMELON
- ★ CANTALOUPE
- ★ CUCUMBER
- ★ SQUASH
- ★ PUMPKIN
- ★ GOURD

CANTALOUPE and MUSKMELON

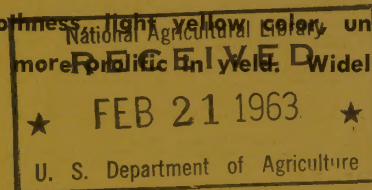
COLORADO AND CALIFORNIA GROWN

POUNDS	Per lb. in lots	
	75 lbs. & up	10 to 74 lbs.*
..... Allnet (Mildew Resistant)	1.75	1.85
..... Banana	1.50	1.60
..... Bender's Surprise	1.50	1.60
..... Bush Midget	3.15	3.25
..... Casaba, Golden Beauty	2.01	2.11
..... Cranshaw	2.01	2.11
..... Delicious, Golden	1.47	1.57
..... Delicious 51 (Fus. Wilt. Res.)	1.51	1.61
..... Delta Gold	3.15	3.25
..... Dessert Sun	1.50	1.60
..... Early Bender (Not Hardshell)	1.51	1.61
..... Extra Early Green Flesh	2.54	2.64
..... Edisto (Alter, P. M. Res.)	1.51	1.61
..... Eden Gem	1.48	1.58
..... Extra Early Hanover	2.54	2.64
..... Far North	3.15	3.25
..... Giant Perfection	2.67	2.77
..... Golden Champlain	1.75	1.85
..... Golden Gate 45	1.65	1.75
..... Gold Lined (Green Flesh)	1.48	1.58
..... Harvest Queen (Fus. Res.)	1.65	1.75
..... Hale's Best No. 36	1.45	1.55
..... Hale's Best No. 936	1.50	1.60
..... Hale's Best Jumbo, Imp.	1.42	1.52
..... Hale's Best No. 45 PMR	1.42	1.52
..... Heart of Gold, Improved	1.42	1.52
..... Hollybrook Luscious	2.67	2.77
..... Honey Rock (Wilt Res.)	1.45	1.55
..... Honey Rock/Large Strain	1.45	1.55
..... Honey Dew Green Flesh	1.60	1.70
..... Honey Dew Golden Rind	2.67	2.77
..... Honey Dew Baby Slip (New)	3.50	3.60
..... Iroquois	1.45	1.55

CONTRACT PRICES WILL BE INCREASED 5% (net) after May 1st. We need your contract before planting time.



OUR NEW Hollar Strain Early Summer Crookneck. This is still the old favorite yellow crookneck but with definite improvement in smoothness, light yellow color, uniformity of fruit & plant; and more prolific in yield. Widely tested and proved.



CANTALOUPE and MUSKMELON (Cont'd.)

POUNDS	Per lb. in lots	
	75 lbs. & up	10 to 74 lbs.*
..... Imperial No. 45 (Original P.M.R.)	1.42	1.52
..... Imperial No. 45 Impd. Shipper	1.50	1.60
..... Imperial No. 4-50 Thick Flesh P. M.	1.60	1.70
..... Imperial No. 5 (P. Mildew Res.)	1.60	1.70
..... Imperial No. 6 (P. Mildew Res.)	1.60	1.70
..... Knight's Early	1.75	1.85
..... Lake Champlain	1.75	1.85
..... Milwaukee Market	1.84	1.94
..... New Yorker	1.49	1.59
..... Netted Gem (Original)	1.48	1.58
..... Pennsweet (All American)	2.00	2.10
..... Perfected Perfecto	2.00	2.10
..... Persian, Small	1.83	1.93
..... Persian, Medium	1.83	1.93
..... Pershaw, Golden	1.84	1.94
..... Pollock 10-25	2.00	2.10
..... Pride of Wisconsin	1.52	1.62
..... Queen of Colorado	1.52	1.62
..... Ridson	1.75	1.85
..... Rio Gold 65 D/P Mil. Res.	1.52	1.62
..... Rocky Ford Green Flesh	1.48	1.58
..... Rocky Ford Gold Lined	1.48	1.58
..... Schoon's Hardshell	1.47	1.57
..... Seminole	2.03	2.13
..... Sierra Gold, Early Shipper M.R.	1.65	1.75
..... Smith's Perfect (Downy Mil. Res.)	2.03	2.13
..... Spartan Rock (F. Wilt Res.)	1.50	1.60
..... S. R. 91 Improved (Sulphur Res.)	1.60	1.70
..... Super Market F1 Hybrid	65.00	65.00
..... Texas No. 1 (Downy Mil/Aphid Res.)	1.60	1.70
..... Tip Top	1.60	1.70
..... Wescan	1.67	1.77

* Add 10c per lb. (net) for lots of less than 10 lbs.

THE FULL-LINE VINE SEED SPECIALISTS

CUCUMBER

POUNDS	Per lb. in lots	
	100 lbs. & up	10 to 99 lb.*
A & C or Colorado	1.32	1.42
Ashley (Mildew Res.)	1.43	1.53
Apple Shape or True Lemon	1.84	1.94
Apple Crystal or White Lemon	1.84	1.94
Black Diamond	1.30	1.40
Boston Pickle	1.15	1.25
Chicago Pickle	1.15	1.25
Davis Perfect	1.40	1.50
Earliest of All	1.25	1.35
Early Cluster	1.15	1.25
Early Fortune	1.30	1.40
Early White Spine	1.25	1.35
Early Russian	1.12	1.22
Early Surecrop F1 Hybrid	26.00	26.00
Fletcher (Scab/DM Res.)	1.63	1.73
Japanese Climbing	1.32	1.42
Longfellow or Vaughan	1.60	1.70
Long Green, Imp'd White Spine	1.43	1.53
Long Green, Imp'd Black Spine	1.15	1.25
Mandarin	1.74	1.84
Marketer	1.42	1.52
Marketer, Long Strain	1.57	1.67
Model	1.27	1.37
National Pickle	1.15	1.25
Ohio M. R. 17 (Mosaic Res.)	1.30	1.40
Ohio M. R. 25 (Mosaic Res.)	1.30	1.40
Ohio M.R. 200 (Suggest Table Green)	1.92	2.02
Palmetto (Mildew Res.)	1.58	1.68
Palomar (Mildew Res.)	1.53	1.63
P-51 (Downy Mildew Res.)	1.82	1.92
Pixie	1.50	1.60
Polaris	1.54	1.64
Producer	1.30	1.40
Saticoy F1 Hybrid	28.00	28.00
Smoothie, Dark Green	1.60	1.70
SMR — 58	1.50	1.60
Spartan Dawn F1	3.50	3.60
Staysgreen, Short Type	1.30	1.40
Staysgreen, Long Type	1.32	1.42
Stono (Mildew Res.)	1.50	1.60
Straight Eight	1.32	1.42
Tablegreen (Mosaic Res. Slicer)	1.82	1.92
Thorburn's Everbearing	1.30	1.40
Vine Peach	1.92	2.02
West India Gherkin	2.50	2.60
White Spine, Arlington	1.30	1.40
White Spine, Improved	1.30	1.40
Wisconsin S.R. 6 (Spot Rot Res.)	1.30	1.40
Wisconsin S.M.R. 12, S.R./Mos. Res.	1.30	1.40
Wisconsin S.M.R. 15, S.R./Mos. Res.	1.30	1.40
Wisconsin S.M.R. 18 S.R./Mos. Res.	1.30	1.40
White Wonder	1.54	1.64



CUCUMBER POLARIS (on right) **Ashley** on the left. Polaris is brand new and the most disease resistant slicing cucumber ever developed. Resistant to both downy and powdery mildew and anthracnose. Developed by Dr. W. C. Barnes. Similar in general type to Ashley.

GOURD

POUNDS	Per lb. in lots	
	75 lbs. & up	10 to 74 lbs.*
Apple, Small Fruited	2.09	2.19
Calabash or Powderhorn	2.09	2.19
Crown of Thorns	3.35	3.45
Hercules Club	2.09	2.19
Italian, Edible	2.09	2.19
Large Bottle	2.09	2.19
Mixed, Large Types	1.92	2.02
Mixed, Small Ornamental	1.92	2.02
Mixed, Small and Large Types	1.92	2.02
Nest Egg	2.09	2.19
Pear, Bi-Colored	2.09	2.19
Small Orange	2.09	2.19
Small Spoon	3.35	3.45
Small Warted	2.09	2.19
Small Bottle	2.09	2.19
Sugar Trough or Bird House	2.09	2.19
Syphon	2.09	2.19
Turk's Cap	2.09	2.19
Turk's Turban (Ornamental Squash)	3.35	3.45

PUMPKIN

Cheyenne Bush	3.00	3.10
Connecticut Field, Big Tom	1.10	1.20
Cushaw, Golden	1.27	1.37
Cushaw, Green Striped	1.10	1.20
Cushaw, White	1.27	1.37
Dickinson	1.20	1.30
Halloween or Jack O'Lantern	1.25	1.35
Kentucky Field (Dickinson Strain)	1.20	1.30
King of Mammoth	1.29	1.39
Small Sugar or New England Pie	1.00	1.10
Winter Luxury	1.60	1.70

**Early Contracts Help You
Receive Full Deliveries**

* Add 10c per lb. (net) for lots of less than 10 lbs.



WATERMELON CHARLESTON GRAY NO. 133. Exactly the same as Charleston Gray but with superior resistance to Fusarium wilt; also resistant to Anthracnose. A very fine uniform strain; high yielding, good quality. Colorado Certified.

SQUASH

COLORADO AND CALIFORNIA GROWN
(SUMMER VARIETIES)

POUNDS	Per lb. 75 lbs. & up	in lots 10 to 74 lbs.*
Beautini F1 Hybrid	4.35	4.45
Black Beauty	1.50	1.60
Blackini F1 Hybrid	4.10	4.20
Caserta	1.10	1.20
Cocozelle, Green Bush	1.10	1.20
Cocozelle, Long Dark (Bush)	1.15	1.25
Cozini	1.87	1.97
Crookneck, Early Summer Yellow	1.00	1.10
Saticoy F1 Hybrid (Crookneck)	4.25	4.35
Storr's Green F1 Hybrid	4.00	4.10
Scallop, Benning's Green Tint	1.10	1.20
Scallop, Benning's Small Blo. Scar.	1.30	1.40
Scallop, Early White Bush	1.10	1.20
Scallop, Golden Bush	1.25	1.35
Scallop, Mammoth White Bush	1.25	1.35
Straightneck, Early Prolific Imp'd	1.07	1.17
Tatume	2.35	2.45
Vegetable Marrow, Green Bush	1.17	1.27
Vegetable Marrow, Green Vine	1.17	1.27
Vegetable Marrow, White Bush	1.17	1.27
Vegetable Marrow, White Vine	1.17	1.27
Zucchini, Black Imp'd	1.25	1.35
Zucchini, Black (Slim Seeded)	1.25	1.35
Zucchini, Grey (Sm.Seeded/Fruited)	1.00	1.10

(WINTER VARIETIES)

Baby Blue	2.00	2.10
Banana, Blue or Slate	1.32	1.42
Banana, Pink	1.32	1.42
Banana, Pink Jumbo	1.32	1.42
Boston Marrow	1.25	1.35
Buttercup	1.34	1.44
Buttercup, Bush Type	2.90	3.00
Butternut (Pre-Bloom Rogued)	3.50	3.60
Butternut (Improved Strain)	1.34	1.44

SQUASH Cont'd.

POUNDS

	Per lb. 75 lbs. & up	in lots 10 to 74 lbs.*
Delicata	3.00	3.10
Delicious, Golden	1.34	1.44
Delicious, Green	1.34	1.44
Ebony Acorn	1.49	1.59
Hubbard, Baby	3.00	3.10
Hubbard, Blue	1.24	1.34
Hubbard, Blue, New England Strain	1.76	1.86
Hubbard, Chicago Warty	1.24	1.34
Hubbard, Improved Green (True)	1.24	1.34
Hubbard, Golden	1.24	1.34
Marblehead, Mammoth or Umatilla	1.59	1.69
Mooregold (New)	1.67	1.67
Table Queen or Acorn	1.10	1.20
Table Queen, Mam'th (Royal Acorn)	1.10	1.20
Table Queen, Bush	1.60	1.70
Turk's Turban, Colorful	3.35	3.45
Warren Turban (Lrg. Fr'td/Orange)	1.59	1.69

WATERMELON — SEE REVERSE SIDE.

TREATING PRICES

We recommend a combination insecticide and fungicide for complete protection at 3c per lb. Other treatments by special order only.

PACKAGING PRICES

1 lb. TROPIC TIN18 above bulk price.
3 lb. TROPIC TIN12 per lb.
5 lb. TROPIC TIN08 per lb.
(Above can be filled with ½, 1, or 2 Kilo on export orders)
1 lb. tins are packed either 12 or 24 per case; 3 lb. tins are packed 8 per case; 5 lb. tins packed 4 per case.



OUR NEW ALL-METAL TROPIC TINS Treated to resist unsightly rust which sometimes develops on carry over tins. 1, 3, and 5 lbs. sizes. Seed is redried to proper moisture level. Colorful lithographed labels. A truly outstanding seed package.

WATERMELON

Per lb. in lots
75 lbs. 10 to
& up 74 lbs.*

POUNDS

Black Diamond	1.27	1.37
Black Diamond (Cert.)	1.50	1.60
Black Diamond, Yellow Belly	1.40	1.50
Black Diamond, Yellow Belly (Cert.)	1.50	1.60
Blackstone (Anthracnose Res.)	1.35	1.45
Blackstone (Cert.)	1.50	1.60
Blacklee (Wilt Res.)	1.49	1.59
Charleston Gray (Anth. Wilt Res.)	1.34	1.44
Charleston Gray (Cert.)	1.44	1.54
Charleston Gray No. 133	1.37	1.47
Charleston Gray No. 133 (Cert.)	1.47	1.57
Calhoun Sweet (Wilt Res.)	1.70	1.80
Chilean Black Seeded	1.00	1.10
Chris Cross (Cert.)	1.75	1.85
Cole's Early or Harris Earliest	1.25	1.35
Congo (Anthracnose Res.)	1.34	1.44
Congo (Cert.)	1.44	1.54
Desert King (Yellow Flesh)	1.50	1.60
Dixie Queen (Wilt Res.)	1.33	1.43
Dixie Queen (Cert.)	1.50	1.60
Early Arizona	1.95	2.05
Early Canada	1.30	1.40
Early Kansas or Red Russian	1.30	1.40
Fairfax (Anthracnose/Wilt Res.)	1.67	1.77
Florida Giant	1.27	1.37
Florida Giant (Cert.)	1.50	1.60
Garrisonian (Anthracnose Res.)	1.60	1.70
Garrisonian (Cert.)	1.70	1.80
Georgia Rattlesnake	1.32	1.42
Golden Honey	1.32	1.42
Halbert Honey (Wilt Res.)	1.37	1.47
Hawksbury, Purdue (Wilt Res.)	1.30	1.40
Hope Diamond (Cert.)	1.67	1.77
Ice Cream	1.30	1.40
Irish Grey	1.15	1.25
Ice Box Red Flesh	1.30	1.40
King and Queen (Winter)	1.42	1.52
Kleckley Sweet	1.15	1.25
Kleckley Sweet Improved	1.15	1.25
Kleckley Sweet No. 6 (Wilt Res.)	1.15	1.25
Klondike Black Seed No. 3	1.60	1.70
Klondike Black Seed TR3	1.60	1.70
Klondike Black Seed No. WR-3	1.60	1.70
Klondike 155	1.60	1.70
Klondike R7 (Wilt Res.)	1.60	1.70
Klondike 65 (Wilt Res.)	1.60	1.70
Klondike Black Seed WR-113	1.60	1.70
Klondike Striped No. 11	1.60	1.70
Klondike Blue Ribbon Striped W.R.	1.60	1.70
Klondike RS57 (New) (Wilt Res.)	1.79	1.89
Midget, Golden	3.10	3.20
Midget, Market	2.50	2.60
New Hampshire Midget	1.55	1.65
New Hampshire (Cert.)	1.69	1.79
Northern Sweet	1.48	1.58
Peacock, Special Shipper	1.60	1.70
Peacock, Scarlet	1.60	1.70
Peacock, W.R. 60 (Wilt Res.)	1.65	1.75
Peacock, Striped Red Flesh	1.65	1.75
Peerless	1.30	1.40
Rhode Island Red	1.75	1.85
Shipper (New) Black Diamond Type	1.65	1.75
Shipper (Cert.)	1.77	1.87
Stone Mountain	1.20	1.30
Sugar Baby	1.54	1.64
Sugar Baby (Cert.)	1.67	1.77
Sweetheart	1.30	1.40
Tendersweet	1.54	1.64
Texas Giant	1.27	1.37
Texas Giant (Cert.)	1.50	1.60
Tom Watson	1.15	1.25
Wilson's Sweet	1.59	1.69
Wilson's Sweet (Cert.)	1.67	1.77
Winona (Wilt Res.)	1.40	1.50
Wondermelon (Wilt Res.)	1.25	1.35

CITRON

Citron, Green Seeded (Preserving)	1.27	1.37
Citron, Red Seeded (Preserving)	1.27	1.37

SEED GROWING CONTRACT

Hollar & Co., Inc., hereby agrees to undertake the production of the within named varieties and quantities of seed. The purchaser agrees to accept and pay for these seeds according to the following terms and conditions. This contract is final when signed and accepted at Rocky Ford, Colo., and is executed and performed at Rocky Ford, Colo. Sale is FOB Rocky Ford. Containers extra at market value. TERMS are 5% discount for cash within 15 days, net 60 days, for firms with approved rating; otherwise draft with bill of lading. 3/4 of 1% service charge per month will be charged on past due accounts. No discount on containers or chemical treatment. It is agreed that a pro-rata delivery will be accepted as a satisfactory delivery in case of shortage caused by short crop, fire or accident. Purchaser agrees to accept shipment when ready, at sellers option. It is agreed that any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the rules of the AMERICAN ARBITRATION ASSOCIATION of the A.S.T.A. or such other rules as it may designate. The arbitration shall be held in the U.S.A. unless the parties agree upon another locality. This agreement shall be enforceable and judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction thereof. Any and all seeds sold by Hollar & Co., Inc. are subject to the following Limited Warranty: "Subject to the limitation of liability herein set forth, we warrant that the seeds sold are as described on the container, within recognized tolerances. Our liability on this warranty is limited in amount to the purchase price of the seeds. In no event shall we be liable for the crop, or for any loss due to the failure, impairment or quality thereof or varietal variance therein, whether such loss results from breach of the foregoing warranty, from breach of any other provision of the buyer's contract for purchase of said seeds, or from any other cause."

According to the above terms and conditions you may enter our order for the quantities and varieties indicated.

(Signed) _____
(Customer's signature & position)

(Customer's address)

HOLLAR AND CO., INC. by _____

Date _____

Shipping Instructions:

() Rail () Truck